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9. (Amended) The image display apparatus by a projector defined in claim 5, wherein the white color/black color insertion timing control circuit comprises the first counter for counting the pulse width of the trigger signal, the second counter for counting and detecting the assert position of the trigger signal, the ratio calculator for varying the pulse width counted by the first counter, according to the mean luminance, the W/B selector for selecting either the white color or the black color according to the mean luminance, the pulse generator for asserting the pulse width determined by the ratio calculator at the timing of the counting by the second counter, and the output control circuit for selecting the color information corresponding to the trigger signal or the white color or the black color information responding to the timing signal generated by the pulse generator, thereby enabling the white color or black color information to be inserted and the contrast to be improved.

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12. (Amended) The image display apparatus by a projector defined in claim 5, wherein, in outputting the color information corresponding to the trigger, while the voltage outputted from the D/A conversion circuit is under control, the insertion timing of the white color or the black color is controlled, whereby not only the contrast and the purity of the white color or the black color can be improved but also the purities of other colors can be maintained as high as possible.

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9. (Amended) The image display apparatus by a projector defined in claim 5 ~~or claim 6~~, wherein the white color/black color insertion timing control circuit comprises the first counter for counting the pulse width of the trigger signal, the second counter for counting and detecting the assert position of the trigger signal, the ratio calculator for varying the pulse width counted by the first counter, according to the mean luminance, the W/B selector for selecting either the white color or the black color according to the mean luminance, the pulse generator for asserting the pulse width determined by the ratio calculator at the timing of the counting by the second counter, and the output control circuit for selecting the color information corresponding to the trigger signal or the white color or the black color information responding to the timing signal generated by the pulse generator, thereby enabling the white color or black color information to be inserted and the contrast to be improved.

12. (Amended) The image display apparatus by a projector defined in claim 5 ~~or claim 6~~, wherein, in outputting the color information corresponding to the trigger, while the voltage outputted from the D/A conversion circuit is under control, the insertion timing of the white color or the black color is controlled, whereby not only the contrast and the purity of the white color or the black color can be improved but also the purities of other colors can be maintained as high as possible.